Unit 3 - Using Social Media in Business
Learning Aim A

Risks and Issues

When planning a social media campaign, you need to consider the risks associated with using social media in terms of:

- Negative comments about the company or on a post
- Unforeseen consequences of posted content
- Time constraints
- Security issues

Negative Comments

People can post negative comments on a company page.

Negative comments need to be dealt with quickly or they pose a risk to the company’s reputation and could lose them customers

Emma Jayne Green
Gluten free festive season nibbles? We seem to be forgotten about at Christmas, when fresh and frozen party food is put out but none of it is gluten free (I can get vegan which is a choice but not gf which is not a choice but a dietary requirement)
Like · Reply · 3w
9
Most Relevant is selected, so some replies may have been filtered out.
Author
Sainsbury's
Hi Emma Jayne, thanks for getting in touch. I'm really sorry we've stopped selling some of your favourites. You can let your local stores know you'd like to see these products again by filling this form: https://bit.ly/3EEnq5d We'll then tell you if an... See more
20% off
HELP.SAINSBURYS.CO.UK
Help Centre | Sainsbury's
Like · Reply · 3w

Unforeseen Consequences

Unforeseen Consequences of Social Media Posts

- Wide range of different opinions and beliefs among the general public
- Sometimes content that you choose to post because you think it is engaging may be deemed inappropriate by others
- You may post something that you think is funny, but others find it insensitive or insulting
- An employee dealing with customer complaints may inadvertently say something damaging in response – e.g. agree that a product is below standard
- Or staff members may post personal opinions that are damaging
- These things can be very damaging to the reputation of a business – especially if they go viral.

Unforeseen Consequences

Example – Urban Outfitters

- A post in October 2012 – ‘This storm blows (but free shipping doesn’t)! Today only….’ #ALLSOGGY
- This was following Hurricane Sandy where 71 people died and 71 billion dollars of damage
- Tasteless and inappropriate
- Public relations disaster for the company

Some social media horror stories:

https://uk.pcmag.com/features/45759/19-massive-corporate-social-media-horror-stories

10 Social Media Fails to Avoid in 2021 (hubspot.com)

Unforeseen Consequences

1. Adidas' Boston Marathon Email

The 2013 Boston Marathon went down in history due to the terrorist offence that happened during the race. Two homemade bombs detonated and killed 3 persons. Dozens more suffered injuries, and 16 of those victims lost limbs. Adidas seemed to have forgotten about all of that because they sent an insensitive email to runners after the event. The email's subject title read: "Congrats, you survived the Boston Marathon."

Unforeseen Consequences

22. Dolce & Gabbana Loses Its Chinese Audience

The fashion brand released an ad showing a Chinese woman trying to eat Italian food with chopsticks. It sparked media backlash, and several stores dropped Dolce & Gabbana. They had to cancel their Shanghai show and explained that they had “much to learn.” Maybe they’ll have better luck in 2020.

Unforeseen Consequences

23. Wendy's Sends the Wrong Message

Wendy's Twitter is cheeky and has some savage responses. Yet when they posted an image of Pepe the Frog, it was over. The meme has evolved to represent white supremacy, so its inclusion on Wendy's Twitter sparked outrage. The restaurant chain blamed it on their community manager's lack of digital awareness.

Top 25 Worst Social Media Fails That Ruined Corporations (howsociable.com)

Unforeseen Consequences

2. SnapChat's "Would You Rather" About Rihanna

SnapChat is a social platform that's always on the up and up. However, they received backlash after posting a quiz about Rihanna. A well-known game, "Would You Rather" typically includes outrageous tasks or situations. SnapChat made the mistake of creating a question based on the Rihanna – Chris Brown feud. The question: "Would you rather slap Rihanna or punch Chris Brown?"

[Top 25 Worst Social Media Fails That Ruined Corporations (howsociable.com)]

Time Constraints

Time is needed to achieve results. Many people running small businesses may not have enough time.

If the business doesn’t post regularly enough then followers will lose interest, or people forget about them. Sales may suffer.

The same will happen if time isn’t spent interacting with customers - monitoring and responding to comments

Security Issues - Virus Infection

- Malware (malicious software)
- Cyber criminals could use your business and post something encouraging your customers to click on a link
- This will download malware that will cause damage on their computer
- Cyber criminals could trick users into giving away their login credentials
- Businesses must make sure that employees are aware and spot any random posts that don’t belong to the business.
- Businesses must protect themselves from attack – virus protection software.

Blackmail/Ransom

A company trying to raise it’s profile on social media may attract cyber criminals – who then target the company. A threat may be a DoS attack (denial of service). This is where the attackers try to prevent legitimate users from accessing the company’s sites by bombarding with electronic requests. They may demand money from the company to stop the attack.

Data Theft

Company sensitive information:
Members of staff who work on the business's social media sites may inadvertently give away company-sensitive information

Personal information:
The same applies to personal customer information – staff may share it inadvertently in responses to queries or complaints

Staff must be fully trained in the use of social media – they need to know what they can and can't do.

The business must have a Social Media Policy that spells the rules out clearly.

Data Theft

If a business experiences a data breach they need to report it to the data protection authorities within 72 hours.

The data protection authorities received 41,502 reports of data breaches in Europe through January 2019 when GDPR came in

British Airways were fined £184m (1.5% of its global turnover) for allowing 380,000 payment detail cards to be stolen.

Data Theft

GDPR – SO WHAT DO YOU NEED TO BE AWARE OF?

IDENTIFY a valid lawful basis for collecting / processing it and do so only for specific purposes.

MINIMISE and ensure any data you collect is the absolute minimum required. If it isn't needed, don't ask for it.

TRANSPARENCY Inform customers, employees, job applicants and members of the public when we are collecting their personal data and how we'll use it.

SECURE personal data from unauthorised access and usage throughout its life cycle.

DESTROY any personal data you no longer have an explicit use for.

Sprout Social: https://sproutsocial.com/insights/gdpr-and-social-media/
Very detailed information about data protection linked to social media.

Data Theft - Prevention

- Make staff aware of the important role they play in security
- Use strong and multiple passwords
- Encrypt your data
- Back up
- Have security policies

Mitigating the Risk

"It takes 20 years to build a reputation and five minutes to ruin it."

- Implement and monitor a social media listening tool – software available
- Institute a policy to guide all interactions on social media
- Develop a crisis response protocol

Social Media and Your Brand: 3 Ways to Mitigate the Risk - Fahrenheit Advisors

Activity

Include this in the first point:

Search for ‘Social Media PR Disasters’ and write a paragraph on your Notepad (class notes) explaining

- What the company did
- What the outcome was – what happened to them
- How they could have avoided it

Investigate:	Evaluate (including screen shots):
Evaluate the risk of negative comments on social media sites that may damage a business’s reputation. Give examples.	
What can a business do to mitigate this risk?	
Why is it important to schedule in enough time to post regularly and respond to comments? What might the impact do if sufficient time is not given?	
Find an example of a post that a business shared that inadvertently caused upset. What happened? How can the company prevent this happening?	
What are the dangers from virus infections as a result of raising the company profile through social media? How can this be mitigated? Give an example.	
What are the dangers from blackmail or ransom as a result of raising the company profile through social media? How can this be mitigated? Give an example.	
What are the dangers from virus infections as a result of raising the company profile through social media? How can this be mitigated? Give an example.	
What are the dangers from theft of company-sensitive information or personal information as a result of raising the company profile through social media? How can this be mitigated? Give an example.	

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